



Express Mail Label  
No. EV619615784US

UV-174

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.  
Application No. : 09/731,115  
Confirmation No. : 9203  
Filed : December 6, 2000  
For : SYSTEMS AND METHODS FOR COORDINATING  
INTERACTIVE AND PASSIVE ADVERTISEMENT  
AND MERCHANDISING OPPORTUNITIES  
Group Art Unit : 2611  
Examiner : Son P. Huynh

New York, New York 10020  
July 25, 2005

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

This is in response to the Office Action mailed on  
February 25, 2005.

Amendments to the Claims are reflected in the  
listing of claims which begins on page 2 of this Reply.

Remarks begin on page 20 of this Reply.

07/27/2005 SSITHIB1 00000061 061075 09731115  
01 FC:1252 450.00 DA